**Unit One Performance Task:**

**Goal**: To analyze, create, and demonstrate knowledge of Unit One Enduring Understandings

* Good communication is an active process.
* Effective Communication relies on the purposeful use of information in a format appropriate to the task and the audience.
* Interference will cause a breakdown in communication
* Critical examination and evaluation of data/information is essential in making informed decisions (and providing feedback).

**Role:** Your team will be separated into the following occupations   
 1. Writer  
 2. Producer  
 3. Editor

All members of the team must work collaboratively during the project. The success of your final presentation will ultimately depend on your teamwork.

**Audience:**  Student Activities Coordinator and Student panel at The University of Virginia

**Situation**: You have been hired by the University of Virginia to put together a 5-7 minute video presentation demonstrating effective communication skills. UVA will select and incorporate the best video to show to all incoming freshmen at this year’s orientation.

Prior to shooting, you will be required to submit the following items for approval

1. Outline of all concepts/ideas to shoot
2. Storyboard
3. Script

You will have only TWO 90 minute blocks to shoot video at school (October 15th and 19th). You may, however, use time outside of class to shoot additional footage.

You will have only TWO 90 minute blocks to use either Photostory or Movie Maker at school (October 21st and October 23rd). You may, however, use time outside of class to edit additional footage.

**Product, Performance, and Purpose**: Freshman Orientation video demonstrating effective communication techniques.

**Standards:** Your video/presentation should be engaging, school appropriate, and include

The Communication Process  
 Communication Breakdowns/Barriers  
 Effective Listening  
 Ethical Communication  
 Audience Analysis

Key Criteria for Assessment:

1. Organization
2. Content
3. Insight

Student Feedback Form  
You will be asked to use this form to self-assess your final product. You will also receive feedback from your classmates using the same form.

|  |  |
| --- | --- |
| 4 | In addition to exhibiting a level 3 performance, the student’s product/performance demonstrates in-depth inferences and applications that go beyond what was taught in class |
| 3 | The student’s product/performance demonstrates no major errors or omissions regarding any of the information and/or processes taught in class |
| 2 | The student’s product/performance indicate major errors or omissions regarding the more complex ideas and processes; however they do not indicate major errors or omissions relative to the simpler details and processes |
| 1 | The student provides a product/performance that indicates a distinct lack of understanding of the knowledge. However, with help, the student demonstrates partial understanding of some of the knowledge. |
| 0 | The student provides a product/performance that indicates little or no response. Even with help the student does not exhibit a partial understanding of the knowledge. |

Student Feedback Form  
Please assess the product/performance using the following guidelines. It is important to analyze and evaluate the product/performance based on the Enduring Understandings for the unit of study.

|  |  |
| --- | --- |
| 4 | In addition to exhibiting a level 3 performance, the student’s product/performance demonstrates in-depth inferences and applications that go beyond what was taught in class |
| 3 | The student’s product/performance demonstrates no major errors or omissions regarding any of the information and/or processes taught in class |
| 2 | The student’s product/performance indicate major errors or omissions regarding the more complex ideas and processes; however they do not indicate major errors or omissions relative to the simpler details and processes |
| 1 | The student provides a product/performance that indicates a distinct lack of understanding of the knowledge. However, with help, the student demonstrates partial understanding of some of the knowledge. |
| 0 | The student provides a product/performance that indicates little or no response. Even with help the student does not exhibit a partial understanding of the knowledge. |

Comments: (You need to justify the score given)